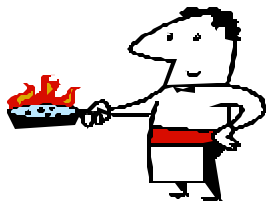




# USDA/FAS TRADE SHOW TIDBITS

AUGUST 2005

## WHAT'S HOT?



For information on upcoming USDA-supported trade shows and missions, visit (and bookmark!) "What's Hot" <http://www.fas.usda.gov/agexport/TS/WhatsHot.html>

## VIRTUAL DOUGH



**Virtual Tabletop of U.S. Bakery Ingredients with Filipino Buyers (late 2005).** With over 84 million people and more than 28,000 registered bakeries, bakery ingredient sales in the Philippines are on the rise! Your company can participate in the mix by signing up for a Virtual Tabletop. Participants will submit profiles and send

samples to be matched with interested buyers for one-on-one meetings via videoconferencing. Best export prospects include dried fruits and nuts, fruit paste, filling, base, bakery mixes and premixes, hydrocolloids, enzymes, modified starches, emulsifiers, transfat, encapsulates, ingredients to extend shelf life, and new product innovations. Deadline is September 15. For more information contact Shani at 202-720-2075 or [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov)

## AFRICAN ADVENTURE



**Trade Mission to Africa (Oct. 31-Nov. 4, 2005).** The FAS Trade Show Office is working with our colleagues in the International Cooperation and Development program area on a Trade and Investment Mission to Africa. With the passage of the African Growth Opportunity Act, there will be increased opportunities for American Agri-businesses to expand their presence in Africa. Participating countries include Angola, Botswana, Lesotho,

Madagascar, Mauritius, Mozambique, Namibia, South Africa, and Swaziland.

USDA will be paying some travel expenses. Best products for this mission are nonperishable grocery products, beer and distilled spirits, seafood, food ingredients, livestock genetics, and production inputs.

Deadline is September 15.  
For more information contact  
Shani at 202-720-2075 or  
[Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov)

## ASIAN ACCENTS



**Food Ingredients Asia (Sept. 27-29, 2005) Kuala Lumpur, Malaysia**  
Contact Teresina at 202-720-9423 or  
[Teresina.Chin@usda.gov](mailto:Teresina.Chin@usda.gov).

**Food & Hotel China (Nov. 15-17, 2005) Shanghai, China.** The Greater Shanghai region has over 200 million consumers and the highest standard of living in China. Shanghai's ports are second worldwide in container traffic. New port facilities and better cold chain storage now make direct exports to Shanghai possible. This show provides an opportunity to meet China's leading distributors. Visit [www.fhcchina.com](http://www.fhcchina.com).  
Contact Jorge at 202-720-3065 or  
[Jorge.Sanchez@fas.usda.gov](mailto:Jorge.Sanchez@fas.usda.gov)

**Sales Mission to Hong Kong, Guangzhou, and Shenzhen (Nov. 8-12, 2005) prior to the Food and Hotel Shanghai Show.**  
This trade mission is packed with sales

and networking opportunities. You will visit the Shenzhen Consumer Goods Procurement Fair and attend a reception with the Shenzhen World Trade Center. You will go on retail tours in all three cities. You will hear market overviews of Hong Kong and South China and have one-on-one meetings. For information, contact Shani at 202-720-2075 or [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov)

**Food & Hotel Vietnam (Dec. 1-3, 2005) Ho Chi Minh City, Vietnam.**  
This international exhibition for Vietnam's food and hospitality sector offers a dynamic platform for your business. Best products include confectionery, dairy, fresh produce, meat and poultry, seafood, processed food, beverages, wine, spirits and beers. Contact Teresina at 202-720-9423 or  
[Teresina.Chin@usda.gov](mailto:Teresina.Chin@usda.gov)

**Food Ingredients (Fi) Asia-China (Feb. 15-17, 2006) Shanghai, China**  
Fi Asia-China attracts over 14,000 food professionals, of which 85 percent are Chinese. Contact Jorge at 202-720-3065 or  
[Jorge.Sanchez@fas.usda.gov](mailto:Jorge.Sanchez@fas.usda.gov)

**FOODEX (March 14-17, 2006) Tokyo, Japan.** FOODEX is the largest food and beverage show in Asia. FOODEX 2005 attracted 92,442 trade-only visitors from 76 countries. Among the sectors with strongest growth sales in 2005 were processed fruits and vegetables, tree nuts, fruit and vegetable juices, and snack foods. Contact Jorge at 202-720-3065 or  
[Jorge.Sanchez@fas.usda.gov](mailto:Jorge.Sanchez@fas.usda.gov)

**Food & Hotel Korea, (March 21-23, 2006) Seoul, Korea.** Korea is the United States' fifth largest market for agriculture, fishery, and forestry products. This show provides access to major food importers, distributors,

hoteliers, restaurateurs, and retailers who are looking for food and beverages, wines and spirits, hospitality and foodservice, and ingredients. Contact Jorge at 202-720-3065 or [Jorge.Sanchez@fas.usda.gov](mailto:Jorge.Sanchez@fas.usda.gov)

**Food & Hotel Asia (April 25-28, 2006) Singapore.** FHA 2005 had the best attendance ever, drawing 2,718 exhibitors and over 37,000 visitors. Contact Teresina at 202-720-9423 or [Teresina.Chin@usda.gov](mailto:Teresina.Chin@usda.gov)

## LATIN SWING

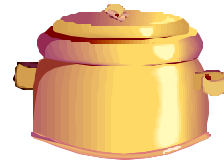


**Americas Food & Beverage Show (Nov. 19-20, 2005) Miami, Florida.** AFB gives you exposure to U.S., Caribbean, Mexican, Central and South American buyers. For more information, contact Teresina at 202-720-9423 or [Teresina.Chin@usda.gov](mailto:Teresina.Chin@usda.gov). Visit [www.afb@cmgexpo.com](http://www.afb@cmgexpo.com).

### **Antad (March 15-18, 2006) Guadalajara, Mexico.**

Antad is the largest show in Mexico for the retail sector. Best products include fish and seafood products, processed fruits and vegetables, dairy products, snack foods, fresh and prepared red meats, poultry meat, eggs, soybean meal and oil, and wheat flour. For more information, contact Tobitha at 202-690-1182 or [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov)

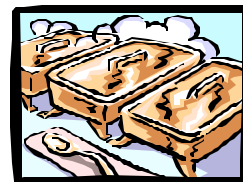
## MIDDLE EAST INTRIQUE



### **Gulfood 2006 (February 19-22, 2006) Dubai, United Arab Emirates.**

Gulfood 2005 attracted 27,000 trade-only visitors from 120 countries and generated over \$14 million in on-site sales. Best products include fresh fruit (apples, pears, grapes, berries, and stone fruits), beef and poultry meat and their products, dried fruits and nuts (particularly almonds). Also in demand are breakfast cereals, food ingredients, jams, edible oils, rice, honey, health foods, condiments, sauces, chocolates, cookies, snack foods, juices and juice concentrates. Contact Tobitha at 202-690-1182 or [Tobitha.Jones@usda.gov](mailto:Tobitha.Jones@usda.gov).

## A SMORGASBORG OF SHOWS IN EUROPE AND RUSSIA



### **World Food Moscow (Sept. 20-23, 2005) Moscow.**

The USA Pavilion is sold out. However, there is an FAS-supported trade mission to St. Petersburg following the show. If you are a meat, poultry, food, beverage, seafood, snack, or fresh fruit producer or exporter interested in learning more

about this mission, please contact [Maria.Baranova@usda.gov](mailto:Maria.Baranova@usda.gov) today!

**ANUGA (October 8-12, 2005), Cologne, Germany.** Only a few booths remain in the USA Pavilion at ANUGA, the world's largest food and beverage industry trade event! This biennial event welcomes over 5,000 exhibitors and 160,000 trade visitors from all over the world. Visit [www.koelnmessenaftha.com/anuga/](http://www.koelnmessenaftha.com/anuga/)

**Ingredients Russia (Nov. 8-11, 2005) Moscow, Russia.** This event is the largest international show for food ingredient importers, wholesalers, and processors. Best export prospects include dried/frozen/processed fruits, nuts, soy protein isolates/flour, lactose, whey powder, textured vegetable protein, food coloring, seasonings, spices, flavorings, beverage bases, emulsifiers, enzymes, preservatives, and certified organic/natural ingredients.

**Food Ingredients (FI) Europe (Nov. 29-Dec. 1, 2005) Paris, France.** FI Europe 2005 is solely dedicated to the food ingredient industry. Only a few booths remain!

**Fruit Logistica (Feb. 2-4, 2006) Berlin, Germany.** Fruit Logistica is the world's largest international exhibition for fresh produce, dried fruits, and tree nuts. Fruit Logistica 2005 attracted 1,355 exhibitors from 64 countries and 28,500 visitors from about 100 countries.

**BioFach (Feb. 16-19, 2006) Nuremberg, Germany.** With 1,900 exhibitors and nearly 30,000 trade visitors from 67 countries, BioFach has become the world's leading international organic trade exhibition.

**Alimentaria (March 6-10, 2006) Barcelona, Spain.** Alimentaria is

a food and beverage trade event held biennially in Barcelona, Spain. Alimentaria 2004 welcomed more than 4,000 exhibitors from every corner of the world and attracted some 145,000 professional buyers, nearly a third of which were from outside of Spain.

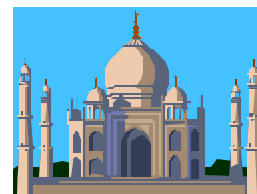
**For information on exhibiting in any of the above shows in Europe or Russia, contact Sharon at 202-720-3425 or [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov)**

## OH CANADA!



**Canadian Food & Beverage Show (February 19-21, 2006) Toronto.** For more information, contact Shani at 202-720-2075 or [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov). [www.crfa.ca/tradeshows/fbshow.asp](http://www.crfa.ca/tradeshows/fbshow.asp)

## INDIA INK



**Sales Mission to New Delhi, Mumbai, and Bangalore (Feb. 12-19, 2006).** For more information contact Shani at 202-720-2075 or [Shani.Zebooker@usda.gov](mailto:Shani.Zebooker@usda.gov)